

Twitter for Guides, Outfitters and Lodges

Get to know Twitter

What is it?

Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent messages. People write short updates, often called "tweets" of 140 characters or fewer. These messages are posted to your profile or [your blog](#), sent to your [followers](#), and are searchable on Twitter search.



Do I need anything special to use it?

All you need to use Twitter is an internet connection or a mobile phone. [Join here!](#) To get an idea of what other people are saying or doing on Twitter, check out [Twitter search](#) to see what Twitter's all about. You can search by keyword or just check out the trending topics to what's hot on Twitter right now. Get comfortable with how people interact and exchange thoughts and information on Twitter before jumping in with your first tweet.

Guides, outfitters and lodges should at least register Twitter IDs for their business to prevent others claiming them and using them inappropriately.

The popular impact of Twitter is leading many outdoor businesses to explore how they could use it. In There are three different ways businesses can and are making use of the Twitter application: direct, indirect, and signaling.

Direct — Use Twitter as a marketing or public relations channel.

Many lodges have established Twitter identities as part of their communications strategies, much like blogs. Many lodges have more than one person post tweets, this adds variety and covers for when one is busy.

- Tweet about what is going on at the lodge, guest arriving or departing, improvements or what's for dinner
- Notify your followers of special offers or openings you have due to cancelations
- Tweet about clients who catch big fish or shoot trophy elk
- Tweet about lodge awards and accomplishments, distributing links to press releases or promotional web sites
- Tweet about interesting things in the adventure lodge business, not just about yourself
- Offer tips and information on hunting and fishing
- Ask and answer questions
- Respond to other Twitterers' comments about the lodge. Careful, don't get in an argument

Indirect — Encourage your employees to use Twitter to enhance and extend their personal reputations, thereby enhancing your businesses reputation.

Good Twitterers enhance their personal reputation by saying clever, interesting things and attracting many followers. As people enhance their personal brands, some of this inevitably rubs off on their employers.

Inbound Signaling – What are others saying about you and your competition.

Twitter streams provide a rich source of information about what customers, competitors and others are saying about a guide, outfitter or lodge. Search tools like [search.twitter.com](#) or the [twirl application](#) can scan for references to a particular lodge or guide name. Well informed companies use these signals to get early warnings of problems and collect feedback about product issues and new product ideas.

It is important to realize that the world is quickly shifting to the real-time web. Online engagement and accessibility are becoming paramount in how your brand is judged by your customers. You no longer have the luxury of responding in a matter of days. On Twitter, a firestorm can erupt and spread everywhere literally in minutes. That is the beauty, genius, and double-edged sword that is Twitter.

Thought on how and how not to Tweet:

Used correctly, Twitter's 140-character blurbs provide a stream of haikus to your adoring public. But how to overshare without overwhelming? Here is what Twitter's top talents have to say, in 140 characters or less.

"If you want more people to follow you on Twitter, give your real name on your account profile. Not everyone knows you by your username." — Scott Beale

"Every single Twitter post you write should be something that could get you laid, ruin a marriage, or bring a tear to a fat little kid's eye." — Joshua Allen

"Don't answer, 'What are you doing?' Be funny. Be brief (duh). Leave your lunch unpublished. Ditto your late plane. Incomplete sentences." — Jason Kottke

"Twitter is a community. It's not all about you. Engage your peers by asking them questions. You don't have to actually read the answers." — Micki Krimmel

"Frequently linking to yourself from Twitter is a terrific way to highlight your skills as an unlovable marketing knob. Go easy on the spam." — Merlin Mann

"Don't try to impress — just be yourself. But go a little beyond your comfort zone; share something you're hesitant about sharing." — Evan Williams

"When posting a tinyurl link, describe it and try to use the custom url: 'Cool article on how to use twitter <http://tinyurl.com/howtotwitter>' and not 'check this out <http://tinyurl.com/5ef7je>'" - Andres Barreto

"Don't compress your overlong tweet into a leetspeak hash (e.g. "she sez ur niz bt wnts 2 no wethr u haz r0kh5z"). And don't chain tweets." - Dan Shick

Outdoor Adventure Marketing - <http://twitter.com/oammail>

We are a virtual agency composed of marketing, graphic design, web design, public relations and operations professionals with years of experience and success operating and marketing adventure lodges. We are a flexible organization dedicated to generating strategic and creative solutions for our clients.

What we do for you:

Email Marketing - Utilizing internet based communications we work with hunting, wingshooting and fly fishing lodges to start and maintain a permission-based conversation with their customers. Sending e-mails with the purpose of enhancing the relationship of a lodge with its current or previous customers and to encourage customer loyalty and repeat business.

Search Engine Marketing - Your web site needs to be listed in the top of all major search engines. Many web designers don't understand how search engines work and can leave you with a beautiful site that is lost in the trillions of sites out there. SEM is not black magic, it's a combination of math, experience, and resources, that can dramatically improve your organic search ranking.

Web Site Reporting - Analyzing and using information about your search engine rankings, site visitors, and their behavior on your site, the ways they found your site, and conversion rates, to make continual improvements in rankings and conversion rates.

Why you need Outdoor Adventure Lodge Marketing: Because the rules for success in the adventure lodge market have changed, 'old school' advertising agencies will no longer do. To cut through the noise and clutter of advertising that is bombarded on consumers daily, a new solution is needed. Permission-based email messaging allows your organization to be heard, loud and clear. Recipients are open and receptive as long as you are delivering what they want. Email allows you to segment and target your communication to connect and engage the consumer in a relevant and rewarding conversation. In addition, permission-based programs work, unlike the vast majority of 'old school' advertising. For more information visit: <http://www.outdooradventure-marketing.com>